

It Was a Meeting of The Minds



Kerry Gelb, OD
President

Lucky for us, Hurricane Matthew spared Key Largo, allowing us to hold our annual meeting this past October at the exclusive Ocean Reef Club. And what an event it was—the best ever! Thanks to everyone who attended from all across North America. Surely, ALLDocs' camaraderie has never been stronger.

Star-Studded Speakers

Our speakers were top-notch and they surely did not disappoint. New York psychiatrist and author Kelly Brogan, MD, spoke about incorporating integrative medicine into our optometry practices, and presented medical information in an engaging and easy-to-follow way. She's a true star in the medical field, and we are thankful she chose to speak to our ALLDocs members.

All of our speakers covered important topics in a helpful manner. Dr. Craig Thomas shared information about amniotic membrane allografts and the latest regenerative tissue technology.



PRESIDENT'S DESK

Dr. Stuart Richer spoke about epigenetics, and Dr. Lisa Renzi-Hammond explained how the eye is a biomarker to brain health. Dr. Anthony Litwak provided insights on glaucoma management, and our own Dr. Steven Lutz gave us an education on scleral lenses and hard-to-fit contact lens patients.

Industry Support

Thanks to the LensCrafters executive team, led by Mark Jacquot and Dave Reaves, for providing unwavering support for our efforts.

Without our sponsors, we couldn't have our annual meeting, and we are so grateful for their dedication. A special shout out to our 2016 Diamond sponsor, CooperVision, and our Premier Platinum sponsors, ABB Optical Group, Alcon, Bausch + Lomb, and J&J. Thanks to AMO, our Platinum sponsor, and our Gold sponsors, MacuHealth and Menicon. Thanks, too, to our Silver sponsors, e-dr./New Era and Maculogix.

Looking Ahead to 2017

In the coming year, ALLDocs is setting our sights on the bigger picture as the optometrist shifts into becoming a key figure in primary care. We'll be sure to cover that trend and much more next year when our annual meeting is held in gorgeous Maui. Meanwhile, look for emails from ALLDocs throughout the year for further information about medical and business education. See you in Maui!



GALLERY

Minutes from the Meeting



A Sight To See

This year's OneSight Sun Sale was a huge success thanks to LensCrafters, Dr. Judi Schaffer and all the ALLDocs volunteers.



We Managed To Have Fun

Office managers from around the country attended our first-ever ALLDocs Manager's Meeting and hands-on workshop.



Now We're Cooking

ALLDocs members and their spouses attended a cooking school demonstration in the state-of-the-art Carysfort Kitchen.



The Ocean Reef Club Fishing Village





Sccleral Lenses Boost Sales of RGP Contacts

Recent growth in scleral lens sales have boosted the rigid gas-permeable (RGP) contact lens market.

At the end of the first quarter 2016, sales of scleral lenses were up 54 percent over the previous year, reports **ABB OPTICAL GROUP**, the leading distributor of optical products in the United States. During the same period, ortho-k fits were up 23 percent. Combined, these two hot growth areas helped spur the sale of RGP lenses to an overall growth by 10 percent.

Part of the growth can be attributed to ECP's increased comfort and experience with fitting scleral lenses. A recent **ABB OPTICAL GROUP** survey found that 40 percent of practices surveyed actively fit scleral lenses, with 85 percent performing three or fewer fittings per month and 15 percent completing four or more fittings each month.

Of the practices that fit at least one patient for scleral lenses per month, 64 percent of fittings were considered medically necessary, showing that scleral lenses have become the lens of choice for post-surgical patients and those with keratoconus or pellucid marginal degeneration.

And no wonder. The oversized scleral lenses offer most patients comfort and stability. They tuck beneath the lids and move very little, providing a great option for active patients, especially athletes.

For patients with dry eyes, scleral lenses are also a great choice. They provide moisture—and therefore, relief—by providing space for artificial tears or saline between the cornea and the contact lens.

Practitioners who fit scleral lenses differentiate themselves as contact lens specialists, sometimes even positioning themselves as heroes who allow patients to live with more comfort.

Yet **ABB OPTICAL GROUP** discovered that the top reason optometrists don't fit patients with scleral lenses was a lack of confidence in the process. As a result, they've helped ECPs by offering educational wet-lab seminars led by their experienced consultation staff. They've also introduced Infinity® Scleral, the "Keep it Simple, Scleral" with a simple-to-follow fitting guide and assistance from their staff.

If you'd like to learn more about fitting scleral contact lenses or the new Infinity Scleral, call **ABB OPTICAL GROUP** at 800.852.8089 and choose option 4 for a consultation, which includes advice, direction or training.

"We are partners with our accounts, and their success is our goal," says Ann Shackelford, NCLE AC, **ABB OPTICAL GROUP**'s Director of Consultation and RGP Special Services.

RGP is Our Specialty

ABB OPTICAL GROUP's specialty rigid gas-permeable manufacturing lab is ready to handle all of your RGP needs.



Stop the Music

Are Musicians at a Higher Risk for Developing Glaucoma?

Musicians who play high-resistance wind instruments, such as trumpets, saxophones, and clarinets, may be at a higher risk for developing glaucoma, studies show. One published study found that the intraocular pressure in musicians who played woodwind and brass instruments rose temporarily after 10 minutes of playing.

In this study, brass instrument players showed a significant IOP elevation after playing high and middle frequency tones, while the woodwind players experienced an increase after playing high frequencies only. Trumpet players in another study had the highest increase in IOP—nearly 50 percent.

This is likely because playing high-resistant wind instruments can produce a Valsalva maneuver, in which air is forced out the mouth while the nose is closed shut. This can increase IOP, as well as blood pressure and chest pressure. The IOP returns to normal soon after playing stops.

Though the prevalence of glaucoma in professional musicians who play horns has not been studied, doctors may want to monitor these patients for increased IOP, particularly for those at risk for glaucoma. This includes nearsighted people, those with diabetes, African Americans and people with a family history of glaucoma.





Peter Bridgman: 2016's Year of Investment



Peter Bridgman
SVP, General Manager
LensCrafters®

Talk to Peter Bridgman, SVP and General Manager at LensCrafters®, about the company's theme for 2016 and he'd say, "It's a year of investing in growth." Bridgman joined LensCrafters in March and says that "this year's initiatives were set in motion to ensure we sustain our category leadership."

Launching ClarifyeSM, the retailer's new digital eye exam technology that provides a precise Rx, total eye health assessment and more personalized patient consultation, is one example of the brand's investment in optometrists. They typically see a 2½ percent increase in exam growth after seven weeks with the new system. Bridgman calls Clarifye a "patient delighter" that's been a "proven winner for our doctors' businesses."

He says that Clarifye converts retail customers into patients, attracts new patients who seek advanced technology and gives doctors the ability to better explain eye health to patients. He cites marketing campaigns to help boost awareness of Clarifye among patients as a factor for its growth. LensCrafters plans to finish the rollout in Q3 of 2017.

Also important is the addition of the Ciao[®] point of sale hardware and software system, which better links patient, retail and managed vision care benefits to improve patient experience. LensCrafters will complete the rollout

of this system by the end of the year. Meanwhile, expansion of LensCrafters shop-in-shop locations inside Macy's stores across the country continues.

"We are changing the game of who LensCrafters will be," says Bridgman, who believes that LensCrafters is uniquely suited for growth because quality doctors are teamed with great retail experiences. "Patients don't have to settle for one or the other."

Bridgman also predicts growth for independent optometrists with vision insurance as Medicare provides more opportunities with older patients. He believes trends toward value-based medicine will move into vision care, and he says LensCrafters must balance quality and service with payment. He also hopes ODs won't be resistant to telemedicine, as it provides opportunities to care for patients living in rural and challenged areas.

Near-term, Bridgman urges ALLDocs members to team up with LensCrafters to increase patient feedback, encouraging responses to challenging reviews on-line and in house. "We can win with our patients together."



Patients First



Sam Dhaliwal, OD
Edmonton, Alberta
Canada

Dr. Sam Dhaliwal's Edmonton-based optometry practice is based on the foundation that the patient comes first—and comes back. He says that his patients should:

- be satisfied with the experience.
- feel informed about their eye health.
- want to return for their next eye exam.

"We regularly review our internal practices with our patients in mind, so that we can make changes to deliver the very best possible patient experience," says Dr. Dhaliwal.

His patient-first practices include offering convenient evening, weekend and holiday hours, making walk-ins a priority and completing and submitting contact lens rebates so his patients don't have to. Considering the historically low rate of rebate redemption—as low as 6 percent for some offers, according to some contact lens sources—patients really appreciate the help that Dr. Dhaliwal's office staff provides.

"We ensure that we are appropriately staffed at all times so our patients aren't waiting to be seen," he adds. He measures the success of his policies through patient satisfaction surveys, while always considering, If I were a patient, what would my ideal experience be? He adds, "The key is keeping your patient's needs in mind." Putting patients first is first on his priority list.



CONTACTS



CooperVision®

Biofinity Energys™: Designed for Today's Digital World

Do your patients often complain about digital eye fatigue? Chances are they don't, and yet many experience its symptoms every day: dry and tired eyes. They may not realize that looking at digital devices for hours is the cause. According to The Vision Council, 96 percent of American adults are exposed to screens upwards of two hours a day, and digital eye strain affects about 65 percent of people in the United States.

CooperVision, Inc. has introduced a unique new contact lens created specifically for today's digital world. "Now doctors can engage in the conversation about digital eye fatigue, because they have the opportunity to help people with Biofinity Energys contact lenses," says Michele Andrews, OD, CooperVision's Senior Director of Professional and Academic Affairs for North America.

The newest addition to the Biofinity® line of lenses, Biofinity Energys is the only contact lens made with Digital Zone Optics™ lens design. The lens is made with multiple front-surface aspheric curves across the entire optic zone, a breakthrough that distributes power evenly to simulate more positive power in the center of the lens. This helps patients see clearly with less effort as they look from on-screen to off-screen. "The lenses can help ease accommodative burden without impacting distance vision," explains Dr. Andrews, "and they fit like a single-vision contact lens."

These third generation hydrogel contact lenses are made with Aquaform® Technology, which attracts and binds water to retain moisture, helping to address feelings of dryness, one of the common symptoms of digital eye fatigue. "This technology allows us to use less raw silicone, leaving space for hydrophilic materials that lock water in. There are no surface coatings, and it has high oxygen transmissibility and a wettable surface."

CooperVision reports that nine out of 10 people who use digital devices at least four hours a day, five days a week*, agreed that Biofinity Energys lenses made their eyes feel less tired in a week-long trial¹.

"People can wear these lenses full-time, whether they're working on digital devices or not," adds Dr. Andrews.

"Don't wait for your patients to talk to you about digital eye fatigue," Dr. Andrews advises. "Talk to anybody who uses digital devices and make these lenses part of their life."

* Among those who self-report symptoms of eye fatigue at least once per week

1. Data on file at CooperVision

Are You Talking about Digital Eye Fatigue?

CooperVision's new Biofinity Energys contact lenses are designed to relieve the symptoms of digital eye fatigue.



HEALTH

Driver's-Side Cataracts

A study published this past summer in *JAMA Ophthalmology* found a correlation between driver's-side automobile windows and increased rates of cataracts in left eyes.

Researchers measured the amount of radiation behind the windshields and the driver's-side windows of 29 cars on a cloudless afternoon in Southern California. While windshields blocked an average of 96 percent of UV-A radiation, driver's-side windows blocked far less, with an average of 71 percent. Levels of side-window blockage varied from as low as 44 percent to as high as 96 percent depending on the make and model year of the car. Surprisingly, luxury cars were not necessarily better at blocking UV-A rays.

By law, windshields are made with laminated glass which offers greater UV ray protection. Side windows, however, are not regulated by this law, and tend to vary in levels of UV-A protection depending on the car's manufacturer and model.

Optometrists may want to inform their patients that eye protection is necessary when driving or riding in a car by using sunglasses, UV-A blocking window tinting (where legal), and driving with the windows closed.





Long-Time Champion of Optometry



Christopher Quinn, OD
President-Elect, AOA

Christopher Quinn, OD, has dedicated his career to making optometry better for optometrists. He recalls that when he started practicing in the 1980's, there was tension between ophthalmologists and optometrists, because, he says, "optometrists were subjected to the worse end of a referral relationship."

"Patients were covertly or overtly stolen by ophthalmologists," he recalls. He sought to replace this antagonistic relationship with a cooperative one by opening a referral center practice designed to "help optometry as a profession to become more successful." With seven locations in New Jersey and New York, Omni Eye Services provides patients with medical and surgical eye care only, working with community optometrists to help them care for their patients. "We provide advanced care to patients referred to us from community optometrists, and then refer patients back to their primary care OD for their ongoing care."

To Dr. Quinn, optometry is "a wonderful helping profession where, every day, we are able to solve patients' problems in a meaningful way." He became enamored with optometry as a young resident doctor, when an attending told him, "It's a chance to save a patient's life, save their eye and save their vision."

Currently serving as the President-Elect of the 39,000-member American Optometric Association (AOA), he will assume the responsibilities of President

next June for the 2017-2018 term. He says he's involved with the AOA because he believes in the power of organized optometry, which represents the interests of all practicing optometrists. "In addition to our national organization, every state has an affiliate organization working every day to expand and protect the profession and enhance patients' ability to get good care from optometrists," he says.

One of the organization's initiatives is to educate patients about the perils of online eye examinations, which he says is a misnomer. "There's no such thing," he explains, adding that, although someday technology may allow for an accurate remote refraction testing, no one can determine eye health or general health over the Internet. "That requires a comprehensive eye exam," says Dr. Quinn. "You can't get an eye exam from a smart phone."

He says that relying solely on refractory care can be dangerous to public health, citing that half of people with glaucoma don't know they have it, and half of people with diabetes don't get dilated annual eye exams. "Our message for patients and policy makers is to recognize the fallacy that a refraction can be safely segregated from an eye exam."

And it's patient health that drives Dr. Quinn to continue working toward advancing optometry. He reports that he's pleased that optometrists have expanded the scope of practice in the past 30 years, because, he says, "this is the care that the public needs." For Dr. Quinn, it's about helping patients see better—and live better—while aiding the practices of referring doctors, and helping the profession thrive.

Protecting Student-Athletes

You try to help your student-athlete patients see the ball, goal, net, or opponent better, but are you protecting their eyes? Every year, there are more than 30,000 reported sports eye injuries. In fact, eye injuries are the leading cause of blindness in children, and sports are most often involved.

"Parents often think only of vision correction, not injury prevention," says Linda Laube of Liberty Sport, manufacturers of protective sports eyewear. They team up with Prevent Blindness® to raise awareness among optometrists, parents, coaches and athletes about eye injury risks and prevention. Laube recommends that doctors inform parents about eyewear for the sports their children participate in.

The Liberty Sport line features impact-rated frames that are tested and certified according to ASTM F803 standards for a variety of sports. All frames are 100% Rxable and must be glazed with a polycarbonate lens: clear, sun, or photochromic. Antifog coating is strongly recommended. Each frame comes in multiple sizes with adjustable straps for helmeted and non-helmeted sports.

For more information about protective sports eyewear visit Liberty Sport at www.LibertySport.com.





PROFILES

No Reservations About Optometry



Punam Saini, OD
Crestview Hills, KY

After Punam Saini graduated from The Ohio State University College of Optometry, she worked for the Indian Health Service on a Navajo reservation, where the locals sometimes asked her, "What tribe are you from?" She replied, "India. I'd have to show you on a globe."

Though Dr. Saini's heritage is Indian, she grew up in Ohio and visited a Cherokee reservation during family vacations. She knew then that she wanted to work with Native Americans.

"Their culture is similar to India, where my grandparents live," explains Dr. Saini. Working on the reservation, she saw similarities in the respect for elders, the food, and even the language. But some things were very different.

"Before my patients would allow a treatment plan for cataracts, they'd say, 'I need to consult my medicine man,'" she recalls. After a seven-day ceremony, the patient would then make a decision about care.

Though Dr. Saini wanted to continue this kind of work, government employee applications were frozen after 9/11, and such opportunities dried up. So she started her own optometry practice, and eventually moved to Kentucky, where she lives with her husband, Andy, who's a special education teacher, and their two children, Dilan, 4, and Devan, 1. Originally, however, she didn't even

Dr. Saini lived in one half of this trailer while working on the Navajo reservation.



want to become an OD, because, she says, she thought that looking at eyes all day might be boring. But she soon changed her mind after shadowing an optometrist for a day. "Before I knew it, it was 5 p.m. and time to go home."

Dr. Saini has been with ALLDocs for four years, and cites the group's ability to secure the latest equipment at discount rates as one advantage of membership. "It's as close as you can get to private practice without the overhead of an optical business."

Once a member of the Student Volunteer Optometric Services to Humanity, where she performed eye exams in Costa Rica and Guyana, she hopes to go on a OneSight® trip when her kids are older.

After 16 years in optometry, she still enjoys it. "I love talking to people," she says. "I get to have a conversation with new and different people every single day."

Dr. Punam Saini and the Navajo village medicine man.



Eye Openers!

2,000

Number of people who injure their eyes at work each day.

125,000

Number of eye injuries per year caused by accidents with common household products.



BUSINESS

A Great Find for ODs



At ALLDocs, we know that a good optometrist is hard to find. Now, we're making it easier. Just visit www.alldocsod.com. You'll see we've added two new features designed to help our members post and find optometrist jobs.

To list a job, just click on the "Post Optometrist Jobs" button on the right side of the home page. There, you can submit job openings by filling out the form, including: your practice name, city, state, contact information and job description. Job listings are posted immediately and remain online until you request to remove them.

ODs and students can find job listings by clicking on the "View Optometrist Jobs" button on the home page. Listings typically include location, contact information, benefits, job requirements and whether the position is full- or part-time.

This service is available to ALLDocs members only. No login credentials are required.



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